

1003071169

THEY'VE GOT THE IDEA.

CALL FOR PHILIP MORRIS
TRUE SMOKING PLEASURE - WITHOUT SMOKING PENALTIES!



Do You INHALE?

All smokers do - some of the time

IT'S easy to understand that when you do inhale - consciously or unconsciously - there's increased exposure to irritation! Here's something vital - long known to eminent medical authorities: 4 other leading brands of cigarettes were found to average 235% more irritant than the strikingly contrasted Philip Morris - and further, the irritation was found to last more than five times as long!

So - especially if you inhale - Call for Philip Morris - complete smoking pleasure, unmarred by throat irritation. Philip Morris' superiority for the nose and throat is recognized by eminent medical authorities: no other cigarette can make that statement!

AMERICA'S FINEST CIGARETTE



"MY JOB'S A PICNIC.."

All I do is remind you... there's a vital difference that makes you want PHILIP MORRIS*

YES... a vital difference in manufacture... brings to you a vital difference, of smoking enjoyment without smoking penalties. For, as a group of distinguished doctors found*

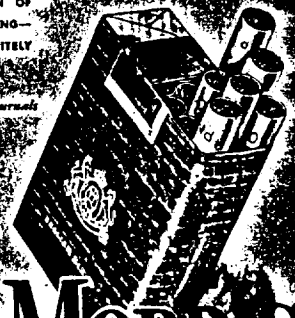
— WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF THE NOSE OR THROAT—DUE TO SMOKING—CLEARED COMPLETELY, OR DEFINITELY IMPROVED.

* Reported in authoritative medical journals

CALL FOR PHILIP MORRIS

America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 52 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME



12-35

1003071169